

Houston Theater District Improvement, Inc. Business Plan

Introduction

The Theater District Improvement, Inc. ("TDI") was established to promote the Houston Theater District as a destination for Houstonians and visitors alike. The Houston Theater District is home to world-class facilities and performing arts companies. It is one of the largest theater districts in the country and boasts professional companies in ballet, opera, symphony, repertory theatre, musical theatre, and chamber music. Through a variety of initiatives, the Theater District Improvement Inc. seeks to publicize the variety of performances to the greater public and position Houston's Theater District as an essential component of what makes Houston a destination for arts and culture.

The following is a summary of TDI's mission, goals, and objectives:

Mission, Goals and Objectives

Mission

TDI exists to enhance the quality of life and tourism in the Houston region and beyond by supporting and promoting the Theater District programs, initiatives, and communication efforts. TDI seeks to:

- Position the Theater District as a vital destination for residents and visitors to Houston;
- Serve as the hub for information about Theater District performances and resident companies;
- Create initiatives and programs that publicize Theater District performances and resident companies;
- Educate and inform elected official and general public of the vital role the arts play in our community; and
- Grant Hotel Occupancy Tax funds to the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Grand Opera, Houston Downtown Improvement Inc., Houston Symphony, Society for the Performing Arts, and Theatre Under The Stars for the purposes designated by the Hotel Occupancy Tax ordinances.

Goals

- Promote Houston's Theater District as a major cultural attraction;
- Grow attendance to Theater District events;
- Develop new audiences for Theater District events; and
- Utilize technology and communication strategies to increase awareness of the Theater District.

Objectives

- Produce and manage annual **Theater District Open House** day as a showcase of Houston's performing arts venues and resident companies;
- Create and publish *Downtown* magazine as a tool to promote Theater District events and news to residents and travelers to Houston;
- Create and publish the **Downtown website** as a tool for residents and visitors to obtain information about performances and Theater District resident companies;
- Create and distribute a regular e-blast of performance schedules, ticket offers, and news;
- Manage **Houston Young People For The Arts**, a group that promotes the Theater District art scene to young supporters; and
- Develop and promote events to attract audiences and awareness to Downtown.

Grants

As designated by the TDI Board of Directors, the Hotel Occupancy grants are to be distributed using the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Grand Opera, Houston Symphony, Society For The Performing Arts, and Theatre Under The Stars Form 990 functional expense amount (currently line 25(A)). A rolling five year average will be used to determine the percentages of distribution to each group. In addition, a flat amount determined by the TDI Board, will be distributed to Houston Downtown Alliance, Inc. (soon to be renamed Theater District Houston) to market the Theater District and publicize events, performances, and resident companies to the greater public.